

Sandra Ying Ying Khoo / May Chiun Lo / Abang Azlan Mohamad

# Exploring Tourist Behaviour and Interaction With User-Generated Content on Social Media: A Case of Sarawak's National Parks and Nature Reserves

## Abstract

This paper examines the behaviour of tourists and their interaction with user-generated content on social media platforms in the context of Sarawak's ecotourism attractions, particularly its national parks and nature reserves. As the tourism industry shifts towards a more sustainable approach, understanding how tourists engage with digital technologies and social media can provide valuable insights for destination management organisations and tourism operators to market and promote ecotourism offerings effectively. Through a quantitative approach, 657 sets of questionnaires were collected from the national parks and nature reserves in Sarawak, as listed by the Sarawak Forestry Corporation. The SPSS v27.0 and WarpPLS 8.0 software were used for descriptive analysis and hypothesis testing, respectively. It was revealed that weak ties and tourism ties in user-generated content have a positive and significant impact on the destination image. In contrast, the destination image was found to have a positive and considerable influence on revisit intention. The findings offer practical implications for destination management and marketing strategies to leverage user-generated content and social media to enhance the overall ecotourism experience.

*Keywords:* user-generated content, social media, destination image, revisit intention

## 1. Introduction

Tourism is a significant and growing sector in Sarawak, Malaysia, making a substantial contribution to the state's economy. The government has made concerted efforts to develop ecotourism, aiming to attract 30 million international visitors by 2020 with a revenue target of RM100 billion. This has led to a rise in visitor arrivals to Sarawak's national parks and protected areas, with international tourist arrivals increasing by 14.66% in recent years (Thong et al., 2019). However, this growth in visitation has also raised concerns about over-tourism and the potential negative impacts on the quality of the visitor experience and the sustainability of these natural attractions.

Analysing the perceptions and behaviours of tourists, particularly their interactions with user-generated content (UGC) on social media, can provide valuable insights to help address these challenges. Tourists' opinions and perceptions of ecotourism management and resource conservation are critical considerations for policymakers and park managers (Yacob, 2010; Ubaidillah et al., 2018; Thong et al., 2019; Abang Abdurahman et al., 2021). By understanding how tourists use and engage with social media content related to Sarawak's ecotourism offerings, destination marketers and park authorities can better tailor their promotional strategies and on-site experiences to meet visitor expectations and encourage sustainable practices.

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**Sandra Ying Ying Khoo**, PhD Candidate, Faculty of Economics and Business, University of Malaysia Sarawak, Kota Samarahan, Sarawak, Malaysia; ORCID ID: <https://orcid.org/0000-0002-9011-2481>; e-mail: [sandrayingyingkhoo@gmail.com](mailto:sandrayingyingkhoo@gmail.com)

**May Chiun Lo**, PhD, Corresponding Author, Professor, Faculty of Economics and Business, University of Malaysia Sarawak, Kota Samarahan, Sarawak, Malaysia; ORCID ID: <https://orcid.org/0000-0003-0767-7834>; e-mail: [mclo@unimas.my](mailto:mclo@unimas.my)

**Abang Azlan Mohamad**, PhD Associate Professor, Faculty of Economics and Business, University of Malaysia Sarawak, Kota Samarahan, Sarawak, Malaysia; ORCID ID: <https://orcid.org/0000-0001-6266-8450>; e-mail: [maazlan@unimas.my](mailto:maazlan@unimas.my)

Recent studies have examined various aspects of ecotourism in Sarawak, including tourists' perceptions of destination competitiveness in protected areas (Thong et al., 2019), local communities' views on the economic and environmental impacts of ecotourism, and the importance of visitor data for park management and planning (Ubaidillah et al., 2018; Abang Abdurahman et al., 2021). These studies highlight the need for a more holistic understanding of tourist behaviour and engagement. However, these studies lack the component of understanding how tourists interact with UGC on social media.

The quality and attractiveness of specialised tourism content, including UGC, is a crucial component in shaping the appeal of ecotourism destinations. Tourism stakeholders must recognise the significance of social media in influencing travel decisions and experiences, and proactively manage the content and narratives shared about their destinations online (Lo et al., 2014a, 2018). Through visuals and experience sharing, UGC can significantly impact tourists' perceptions and decision-making by creating more relevant and compelling brand identities (Lo et al., 2014b; Susanti & Amelia, 2021). Studying how tourists interact with and respond to such content can provide valuable insights to enhance marketing strategies, improve the visitor experience, and foster sustainable ecotourism development in Sarawak.

This research paper aims to explore tourist behaviour and interaction with UGC on social media in the context of Sarawak's ecotourism. Specifically, it seeks to:

1. Examine the types of UGC related to Sarawak's ecotourism offerings that tourists engage with on social media platforms.
2. Analyse the factors influencing tourists' perceptions and behaviours based on their interactions with UGC about Sarawak's ecotourism.

## 2. Literature review and hypotheses development

### 2.1. Social media marketing

Online user reviews and social media platforms have become essential for planning trips and enhancing experiences. Social media marketing involves utilising these platforms for promotion and customer engagement (Lo et al., 2014a; Meldayanoor et al., 2022), while UGC serves as influential electronic word-of-mouth (eWOM) that affects tourist perceptions and decisions (Salameh et al., 2022). These platforms provide dynamic spaces for interaction and content sharing (Tuten, 2008), empowering tourism stakeholders and influencing travel choices heavily reliant on WOM. Platform effectiveness hinges on content quality and interactivity (Francis et al., 2023). Furthermore, social media plays a growing role in promoting sustainable tourism, potentially fostering sustainable corporate behaviour (Sarkar & George, 2018) and serving as a tool to encourage ecotourism and educate tourists on sustainability (Azhari et al., 2023)

### 2.2. User-generated content in social media marketing and tourist behaviour

Social media has revolutionised travel, empowering travellers with a wealth of UGC. This authentic content, encompassing reviews, photos, videos, and personal narratives, has a significant influence on travel decisions. Platforms connect travellers, foster community, and shape travel expectations.

UGC has been gaining popularity among travellers, with studies showing that it is often perceived as more credible and influential than traditional marketing content produced by destination management organisations or tourism service providers (Nguyen & Tong, 2022). This shift in information-seeking behaviour has significant implications for the tourism industry, as it requires a more strategic approach to engaging and leveraging UGC to attract and retain visitors effectively.

Past studies have distinguished between factual UGC and emotional UGC (Luo & Zhong, 2015; Xu et al., 2023). Factual UGC encompasses objective information, such as opening hours, facilities, and prices, whereas emotional UGC encompasses subjective experiences, feelings, and individual opinions about the destination (Li et al., 2008; Chung & Koo, 2015). This distinction is crucial as distinct types of UGC can have varying levels of influence on tourist decision-making and perceptions.

### 2.2.1. User-generated content sources

The investigation of UGC sources represents an emerging research area that necessitates further exploration (Zeng & Gerritsen, 2014; Narangajavana Kaosiri et al., 2019). Tourists utilise various social media platforms, such as Instagram and TripAdvisor, whose heterogeneous characteristics can distinctively influence user perception. For instance, visually oriented platforms may exert greater influence on destination image formation, whereas text-centric platforms might be more pivotal for service evaluations. Therefore, understanding the differential impact of various UGC sources on tourist behaviour is imperative for future research.

Analogous to WOM principles, the credibility and influence of UGC sources are contingent upon factors such as perceived expertise, trustworthiness, and social proximity. Users tend to trust UGC from sources deemed reliable (e.g., experienced travellers) more than unverified ones. Consequently, established WOM source classifications can be adapted for UGC, categorising sources into strong ties (family/friends), weak ties (acquaintances/strangers), and tourism ties (e.g., organisations and experts). Strong ties generally confer high credibility due to relational closeness. Weak ties, while potentially less reliable, remain valuable for shaping perceptions. Tourism ties often hold greater credibility than weak ties owing to perceived domain expertise (Roma & Aloini, 2019).

## 2.3. Destination image and user-generated content

Destination image, conceptualised as the collective perceptions and impressions held about a place, is a critical determinant of tourist behaviour, decision-making, and destination competitiveness, involving the subjective interpretation of attributes (Petronijević & Janičić, 2021). Literature distinguishes destination image formation across different travel stages (Lee et al., 2013; Xu & Ye, 2018, including pre-visit images derived from indirect sources like UGC, on-site images from direct experiences (Baloglu & McCleary, 1999; Prebensen, 2007), and post-visit images from reflection, sometimes categorised simply as pre- and post-travel components (Mathur et al., 2022).

The UGC proves particularly influential in shaping perceptions of ecotourism destinations' attributes, where positive content can enhance the image, and negative content may harm the reputation. Furthermore, UGC significantly impacts the emotional associations integral to destination image formation. Social media UGC, offering perceived authenticity and timeliness over traditional marketing, plays a significant role in constructing destination image, especially within ecotourism, where sustainability factors heavily influence decisions. This understanding informs subsequent hypotheses:

- H1:* User-generated content from strong ties has a positive and significant impact on destination image.
- H2:* User-generated content from weak ties has a positive and significant impact on destination image.
- H3:* User-generated content from tourism ties has a positive and significant impact on destination image.

## 2.4. Destination image and revisit intention

Revisit Intention, defined as the probability of a tourist returning, is a significant indicator of destination loyalty and satisfaction (Hultman et al., 2015). Research indicates that a positive destination image, potentially

enhanced by UGC, positively influences tourists' satisfaction and subsequent revisit intention (Chi & Qu, 2008). This connection is particularly relevant within ecotourism, where memorable experiences encourage repeat visits (Liu et al., 2016).

The well-established relationship between destination image and tourist behaviour (Dogra & Rohan, 2020) suggests that a favourable image often correlates with increased visitation, satisfaction, revisits, and positive WOM, thereby significantly influencing decision-making and post-visit actions. However, this relationship is complex; factors such as tourist motivations, prior experiences, and other variables, including accessibility and cost, moderate the link. This means a positive image alone may not guarantee revisit intention. This complexity underlies the subsequent hypothesis:

*H4: Destination image has a positive and significant impact on revisit intention.*

## 2.5. Theoretical framework

This study proposes a conceptual framework investigating the interrelationships between UGC on social media, destination image, and revisit intention within Sarawak's ecotourism context. The framework posits that UGC influences destination image formation (both pre- and post-visit), subsequently impacting tourists' satisfaction and behavioural intentions (Chon, 1992; Bigné et al., 2001; Castellanos-Verdugo et al., 2016; Lam et al., 2020).

Supporting this, established literature identifies destination image as a key predictor of revisit intention. Furthermore, evaluation congruity theory suggests tourists' satisfaction is significantly influenced by the congruence between pre-visit expectations and post-visit experiences (Chon, 1992). UGC platforms play a pivotal role in this process, providing extensive information that shapes both tourist expectations and post-visit evaluations. Studies have demonstrated UGC's significant impact on destination image formation and satisfaction (Bigné et al., 2001; Lam et al., 2020).

## 3. Methodology

### 3.1. Sampling design

This study was conducted in Sarawak, Malaysia, a region renowned for its diverse natural landscapes, including pristine rainforests, rugged mountains, and coastal areas. The abundance of national parks and nature reserves fosters a thriving ecotourism sector. Sarawak's Ministry of Tourism, Arts, Culture, Youth and Sports reported a 14.66% increase in international tourist arrivals to national parks in 2018 (Ubaidillah et al., 2018; Thong et al., 2019), highlighting the significance of ecotourism in the state.

The study focused on repeat visitors to nine Totally Protected Areas (TPAs) across Sarawak, as designated by the Sarawak Forestry Corporation (SFC), which are: Gunung Mulu, Kubah, Niah, Bako, Gunung Gading, Similajau, Bukit Lima, Batang Ai, and Maludam National Parks. These destinations were selected due to their consistent influx of ecotourists and the presence of diverse local stakeholders, including tour guides, homestay operators, and local communities, who contribute to the unique cultural and natural experiences offered. Additionally, the study focused on repeat visitors who had actively utilised social media platforms within the past six months. This criterion was included to ensure the study's relevance to the contemporary travel landscape, where social media plays a significant role in travel planning and decision-making.

A quantitative approach was employed, using the distribution of survey questionnaires for data collection. The questionnaire consisted of 27 items, adapted from previous studies to fit the Malaysian context. Non-probability purposive sampling was used to identify respondents who possessed the requisite traits.

### 3.2. Sampling procedures

Adhering to the recommendations of Dawes (2008), a 5-point Likert scale was utilised to maintain consistency. The questionnaire consisted of six sections, covering tourist demographics, travel habits, social media and UGC, strong ties, weak ties and tourism ties, destination image, and revisit intention. Different items were adapted and modified to measure the proposed research model:

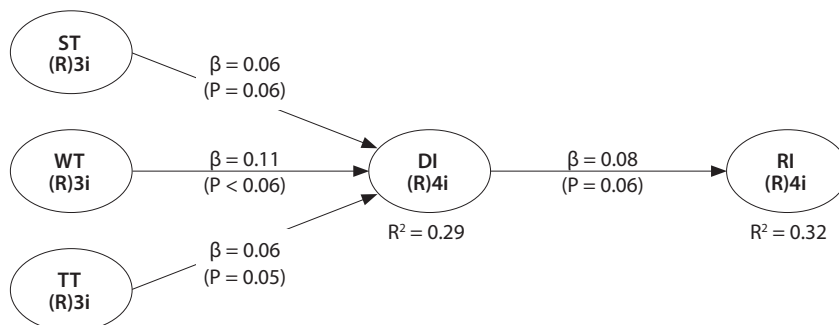
*UGC on social media.* This variable was measured by the frequency and intensity of interaction with different types of UGC sources, such as traveller reviews, photos, and videos shared on social media platforms. The items were adapted from previous studies on social media usage and UGC in tourism. The categories were based on eWOM groups in Duhan et al. (1997) and Narangajavana Kaosiri et al. (2019), which were also adapted from Cox et al. (2009), Parra-López et al. (2011), Hays and Page (2013) and Presi et al. (2014), which measured the level of information received from three sources: family and friends, online communities or acquaintances, and tourism and hospitality agencies or organisations.

*Destination image.* This variable was assessed based on the cognitive and affective components of the destination image, including perceptions of infrastructure, scenery, and overall impression. The items were adapted from studies that have examined destination image in the ecotourism context, such as those by Mohamad et al. (2012) and Mohamad and Ghani (2014).

*Revisit Intention.* Behavioural intentions were measured, such as the likelihood of revisiting the destination. The items were adapted from previous studies on destination loyalty and revisit intention, Siregar et al. (2020) and Anuar et al. (2021).

In total, 1,050 sets were distributed, and 657 sets of questionnaires were returned, undergoing a series of preliminary and descriptive analyses using the Statistical Package for the Social Sciences (SPSS) version 27.0. Then, WarpPLS 8.0 was used to evaluate the research model as shown in Figure 1. Through WarpPLS 8.0, the measurement model and structural model were analysed. The measurement model includes an assessment of the measurement’s reliability, as well as its convergent and discriminant validity. After that, bootstrapping was performed to test the hypothesised relationships between the constructs.

**Figure 1**  
Research model with path coefficients and p-values



Note. ST = Strong Ties; WT = Weak Ties; TT = Tourism Ties; DI = Destination Image; RI = Revisit Intention

### 4. Findings and discussion

After analysing the data in SPSS version 27, the data sets were exported and further analysed using WarpPLS 8.0 (Ramayah et al., 2018; Hair & Alamer, 2022). Following the two-step approach by Hair et al. (2017), both the measurement model and assessment of the construct’s reliability and validity were carried out in the first stage, while the structural model was evaluated in the second stage.

**Table 1**  
*Demographic profile of respondents*

Demographic variable	Category	Respondents	
		Frequency (n)	Percentage (%)
Age	18-24	95	14.46
	25-34	108	16.44
	35-44	98	14.92
	45-54	133	20.24
	55-64	116	17.66
	65 and above	107	16.29
Gender	Male	323	49.16
	Female	334	50.84
Education level	High School or Equivalent	124	18.87
	Diploma	150	22.83
	Bachelor's Degree	131	19.94
	Master's Degree	128	19.48
	Doctoral Degree	124	18.87
Occupation	Student	137	20.85
	Employed	150	22.83
	Self-employed	113	17.20
	Unemployed	144	21.92
	Retired	113	17.20

The study included 657 respondents from diverse life stages and backgrounds. As illustrated in Table 1, the study's primary demographic composition consisted of respondents aged 45 and above, with the highest representation from respondents who were aged 45-54 years (20.24%), followed by respondents aged 55-64 years (17.66%) and 25-34 years (16.44%). This demographic composition represents a growing and economically significant segment in the global tourism market, characterised by greater financial resources, flexible schedules, and a strong interest in travel (Leung et al., 2013; Patterson et al., 2021). They are a pertinent cohort for our study due to their increasing use of social media for sharing experiences and planning trips.

Moreover, the respondent demographics also include 49.16% males and 50.84% females, with various educational levels, including diploma (22.83%), bachelor's degree (19.94%), master's degree (19.48%), high school or its equivalent (18.87%), and doctoral degree (18.87%). Their occupations also include employed (22.83%), unemployed (21.92%), students (20.85%), self-employed (17.20%) and retirees (17.20%).

Statistics on Sarawak's national park visitors show that the region draws a diverse range of domestic and foreign visitors, with a sizable portion of middle-aged and older adults with higher levels of education and disposable income, according to demographic reports made available by the Sarawak Forestry Corporation and the Ministry of Tourism, Creative Industry and Performing Arts Sarawak, and past studies (Thong et al., 2019; Abang Abdurahman et al., 2021).

**Table 2**  
*Tourist behaviours*

Behaviour	Category	Respondents	
		Frequency (n)	Percentage (%)
Leisure frequency	Once a year	120	18.26
	Twice a year	139	21.16
	3-4 times a year	128	19.48
	5-6 times a year	142	21.61
	More than 6 times a year	128	19.48

**Table 2 (continued)**

Preferred destination	Beaches	114	17.35
	Mountains	98	14.92
	Cities	99	15.07
	Countryside	102	15.53
	Cultural/Historical sites	113	17.20
	Adventure/Sport Destinations	131	19.94
Social media platforms	Facebook	126	19.18
	Instagram	136	20.70
	Twitter	111	16.89
	YouTube	88	13.39
	TikTok	94	14.31
	Snapchat	50	7.61
	Pinterest	28	4.26
	Others	24	3.65
Frequency of social media	Multiple times a day	192	29.22
	Once a day	143	21.77
	A few times a week	137	20.85
	Once a week	126	19.18
	Less than once a week	59	8.98
Create and share content	Yes	525	79.91
	No	132	20.09
Types of content	Photos	165	25.11
	Videos	105	15.98
	Blog posts	127	19.33
	Reviews	121	18.42
	Others	139	21.16

Table 2 provides insight into the travel habits and preferences of the surveyed tourists. In terms of leisure frequency, a majority of respondents (21.61%) travel 5-6 times a year, suggesting a high travel frequency behaviour. As for preferred destinations, a diverse range of preferences is observed, with "Adventure/Sport Destinations" attracting the highest proportion (19.94%), followed by "Beaches" (17.35%) and "Cultural/Historical Sites" (17.20%). This suggests a preference for active and culturally enriching travel experiences.

Social media, notably, plays a prominent role in the lives of these tourists. Facebook and Instagram emerge as the most popular platforms, utilised by 19.18% and 20.70% of respondents, respectively. A significant portion (29.22%) accesses social media multiple times a day or once a day, indicating high engagement. Furthermore, 79.91% of respondents create and share content on social media platforms, primarily in the form of photos (25.11%) and videos (15.98%). This suggests that social media serves as a valuable tool for documenting and sharing travel experiences among this group of tourists.

#### 4.1. Assessment of the measurement model

The measurement model indicates the structural relationship between latent variables and their indicators (Hair et al., 2017; Ramayah et al., 2018). As suggested by Hair et al. (2019), Ramayah et al. (2018) and Sarstedt et al. (2019), confirmatory factor analysis (CFA) was conducted to assess the psychometric properties of the multi-item reflective measures through its factor loadings, composite reliability (CR) and the average variance extracted (AVE). Table 3 lists the item loadings, CR and AVE for the reflective constructs as per the measurement model. For reference, the loading values should be at least 0.708 (Hair & Alamer, 2022). Notably, if the sum of loadings produces higher loading scores, thus resulting in AVE scores larger than 0.5,

then loading values of 0.5 or higher are acceptable (Ramayah et al., 2018). The results in Table 3 show that the item construct loadings range between 0.525 (TT\_1) and 0.803 (RI\_2). For CR, a value between 0.70 and 0.90 is satisfactory (Hair et al., 2019). Based on this study, the CR value ranged from 0.601 to 0.781, while the AVE ranged from 0.551 to 0.692.

**Table 3**  
*Summary of construct reliability and validity*

Construct	Measurement	Items	Loadings	CR	AVE
Strong-ties	I often rely on recommendations from close friends and family when planning my travels.	ST_1	0.694	0.601	0.551
	I find that travel recommendations from strong ties are more trustworthy than those from weak and tourism ties.	ST_2	0.743		
	Travel experiences shared by my strong ties influence my perception of a destination.	ST_3	0.655		
Weak-ties	I often rely on recommendations from acquaintances or online communities when planning my travels.	WT_1	0.692	0.720	0.660
	I find that travel recommendations from weak ties are more trustworthy than those from strong and tourism ties.	WT_2	0.629		
	Travel experiences shared by my weak ties influence my perception of a destination.	WT_3	0.720		
Tourism-ties	I often rely on recommendations from travel websites when planning my trips.	TT_1	0.525	0.719	0.692
	I find that travel recommendations from tourism professionals are more trustworthy compared to those from strong and weak ties.	TT_2	0.633		
	Travel experiences shared by my tourism ties influence my perception of a destination.	TT_3	0.713		
Destination Image	User-generated content influences my perception of a travel destination.	DI_1	0.638	0.763	0.665
	Photos and videos shared based on UGC are influential in forming my image of a travel destination.	DI_2	0.664		
	Travel experiences and reviews are influential in forming my image of a travel destination.	DI_3	0.538		
	User-generated content has a positive impact on my image of a travel destination.	DI_4	0.690		
Revisit Intention	User-generated content influences my decision to revisit a travel destination.	RI_1	0.763	0.781	0.672
	Photo and video sharing influences my decision to revisit a destination.	RI_2	0.803		
	Blog posts and reviews influence my decision to revisit a destination.	RI_3	0.781		
	After my trip, I will share my travel experience about the destination on social media.	RI_4	0.739		

**Table 4**  
*Discriminant validity of constructs of the measurement model*

Construct	Strong ties	Weak ties	Tourism ties	Destination image	Revisit intention
Strong ties	<b>0.592</b>				
Weak ties	0.374	<b>0.591</b>			
Tourism ties	0.442	0.421	<b>0.597</b>		
Destination image	0.308	0.443	0.237	<b>0.515</b>	
Revisit intention	0.325	0.307	0.412	0.370	<b>0.526</b>

## 4.2. Assessment of the structural model

The analysis revealed non-significant results for H1, indicating that strong ties do not have a positive impact on destination image ( $\beta = 0.06$ ;  $p = 0.06$ ). This contrasts with Narangajavana Kaosiri et al. (2019) but finds partial support in studies suggesting destination source credibility, or a proxy for strong ties, can be influential (Kani et al., 2017), while specific accommodation ties may not be influential (Musa et al., 2011; Shobri & Putit, 2015), potentially due to the narrower scope of intense tie experiences (Krämer et al., 2021).

Conversely, H2 was supported, indicating that weak ties have a positive and significant influence on destination image ( $\beta = 0.11$ ;  $p < 0.01$ ). This aligns with prior research demonstrating the impact of UGC from weak ties (Lange-Faria & Elliot, 2012), the role of source credibility associated with weak ties (Narangajavana Kaosiri et al., 2019), and the influence of social media influencers (Jaya & Prianthara, 2020). Weak ties likely benefit from offering broader perspectives and greater perceived objectivity (Krämer et al., 2021).

H3 was also supported, indicating tourism ties positively and significantly impact destination image ( $\beta = 0.06$ ;  $p = 0.05$ ). This corroborates findings on the image effects related to tourism intermediaries (Mano & Costa, 2015) and the established influence of destination image on subsequent evaluations and intentions (Wang & Hsu, 2010). Tourism-related entities, such as agents and platforms, are often viewed as credible due to their expertise (Ghaderi et al., 2024).

Finally, H4 demonstrated that destination image has a positive and significant impact on revisit intention ( $\beta = 0.08$ ;  $p = 0.02$ ), consistent with research showing positive destination image increases revisit likelihood (Stylos et al., 2016) and the well-documented relationship between destination image and behavioural intentions (Wang & Hsu, 2010). Positive destination image linked to UGC can also enhance related purchase intentions (Jaya & Prianthara, 2020).

**Table 5**  
*Summary of path coefficients and hypothesis testing*

Hypothesis	Relationship	Standard Beta	p-value	Decision
H1	Strong ties → Destination image	0.06	0.06	Not supported
H2	Weak ties → Destination image	0.11	<.01**	Supported
H3	Tourism ties → Destination image	0.06	0.05*	Supported
H4	Destination image → Revisit Intention	0.08	0.02*	Supported

Note. \* $p < 0.05$ , \*\* $p < 0.01$

## 5. Conclusion, implications and future directions

In conclusion, this study underscores the critical role of destination image in shaping tourists' satisfaction and revisit Intention. By integrating insights into the role of UGC in social media, the research contributes to the understanding of how ICT elements can enhance sustainable tourism practices and economic growth. Undoubtedly, past scholars have indicated that social media is a fundamental factor in tourist satisfaction (Khan & Hashim, 2020; Armutcu et al., 2023), especially during the pre-travel period (Narangajavana Kaosiri et al., 2019). However, its ability to serve as a marketing tool in enhancing the impact of destination image remains underexplored in the existing literature. This study bridges that gap by demonstrating the relationship between UGC, destination image, and revisit Intention, providing a deeper understanding for both researchers and practitioners.

Key implications suggest marketers should prioritise collaborations with weak ties (like influencers and online communities) and tourism ties, as these are more effective than strong ties for enhancing destination image and fostering revisit intentions. Practically, adopting digitalisation and utilising social media UGC for real-time information dissemination are vital for tourist satisfaction and competitiveness. Local tourism stakeholders should actively engage with social media to cultivate a favourable image and encourage revisits.

Future research directions include exploring these findings in various contexts, utilising longitudinal designs to confirm causality, investigating the impacts on tourism competitiveness, particularly in Sarawak, and developing adaptive digital strategies for the evolving tourism landscape.

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# Appendix

## Section 1: Demographic information

### 1. Age

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and above

### 2. Gender

- Male
- Female

### 3. Education level

- High school or equivalent
- Diploma
- Bachelor's Degree
- Master's Degree
- Doctoral Degree

### 4. Occupation

- Student
- Employed
- Self-employed
- Unemployed
- Retired

## Section 2: Travel habits

### 5. How often do you travel for leisure?

- Once a year
- Twice a year
- 3-4 times a year
- 5-6 times a year
- More than 6 times a year

### 6. What types of destinations do you prefer? (select all that apply)

- Beaches
- Mountains
- Cities
- Countryside
- Cultural/Historical sites
- Adventure/Sport destinations

## Section 3: Social media usage and user-generated content

### 7. Which social media platforms do you use? (select all that apply)

- Facebook
- Instagram
- Twitter
- YouTube
- TikTok
- Snapchat
- Pinterest
- Others

### 8. How often do you use social media?

- Multiple times a day
- Once a day
- A few times a week
- Once a week
- Less than once a week

### 9. Do you create and share content about your travels on social media?

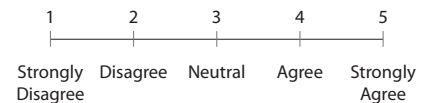
- Yes
- No

### 10. If yes, what type of content do you share? (select all that apply)

- Photos
- Videos
- Blog posts
- Reviews
- Other

## Section 4: Strong-Ties, Weak-Ties, and Tourism-Ties

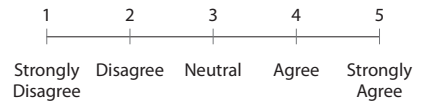
Kindly circle the answer which most accurately describes how you feel. Responses are based on a five-point scale, as follows:



Strong-Ties						
1	I often rely on recommendations from close friends and family when planning my travels.	1	2	3	4	5
2	I find that travel recommendations from strong ties are more trustworthy compared to weak and tourism ties.	1	2	3	4	5
3	Travel experiences shared by my strong ties influences my perception of a destination.	1	2	3	4	5
Weak-Ties						
4	I often rely on recommendations from acquaintances or online communities when planning my travels.	1	2	3	4	5
5	I find that travel recommendations from weak ties are more trustworthy compared to strong and tourism ties.	1	2	3	4	5
6	Travel experiences shared by my weak ties influences my perception of a destination.	1	2	3	4	5
Tourism-Ties						
7	I often rely on recommendations from tourism and travel websites when planning my travels.	1	2	3	4	5
8	I find that travel recommendations from tourism ties are more trustworthy compared to strong and weak ties.	1	2	3	4	5
9	Travel experiences shared by my tourism ties influences my perception of a destination.	1	2	3	4	5

**Section 5: Destination image**

Kindly circle the answer which most accurately describes how you feel.  
Responses are based on a five-point scale, as follows:

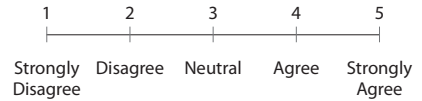


**Destination image**

1	User-generated content influences my perception of a travel destination.	1	2	3	4	5
2	Photos and videos shared based on UGC are influential in forming my image of a travel destination.	1	2	3	4	5
3	Travel experiences and reviews are influential in forming my image of a travel destination.	1	2	3	4	5
4	User-generated content has a positive impact on my image of a travel destination.	1	2	3	4	5

**Section 6: Revisit intention**

Kindly circle the answer which most accurately describes how you feel.  
Responses are based on a five-point scale, as follows:



**Revisit intention**

1	User-generated content influences my decision to revisit a travel destination.	1	2	3	4	5
2	Photo and video sharing influences my decision to revisit a destination.	1	2	3	4	5
3	Blog posts and reviews influence my decision to revisit a destination.	1	2	3	4	5
4	After my trip, I will share my travel experience about the destination on social media.	1	2	3	4	5